

Strategic Plan 2015 - 2024



STRATEGIC PLAN 2015 - 2024

MISSION

Lead, enable and inspire excellence in rowing at all levels.

VISION

Through rowing, promote the positive impact of sport, by providing an enjoyable experience for all participants while upholding our position as a leading rowing nation.



VALUES

Teamwork

Working together to enable British Rowing to achieve a common set of goals with the highest standards of trust and integrity.

Open to all

Rowing is an accessible and inclusive sport that provides opportunities for enjoyment and achievement at all levels.

Commitment

Everyone in British Rowing will always give their best and strive for continuous improvement.



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STRATEGIC OBJECTIVES

Grow the number of people in rowing

- Develop an open and welcoming environment that encourages everyone to join and stay in the sport.
- Retain current and attract new participants.
- Identify, engage and develop new markets and opportunities.
- Facilitate a life-long involvement in the sport.



Create and embed pathways to identify and develop talent

- Establish a cohesive pathway from community sport to performance through “Performance Foundation”.
- Align the Talent Pathway to Olympic and Paralympic Programmes to ensure continuity.
- Provide sustainable development opportunities for everyone in the sport.



Maximise the value of the sport

- Raise the profile of the sport.
- Enhance existing partnerships and develop new ones.
- Secure funding, generate new sources of revenue and encourage efficiency across the sport.
- Maintain status and influence of British Rowing on the International stage.



Be one of the leading rowing nations at the Olympic and Paralympic Games

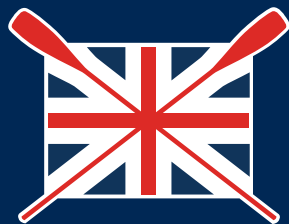
- Create a collaborative climate committed to excellence.
- Uphold the robust performance strategy and track performance against targets.
- Provide optimum conditions and support to ensure all rowers reach their potential.
- Assess and improve access to GB Rowing Team pathways.



Pull together: One team with a shared purpose

- Engage volunteers, staff and leadership behind the unified strategy.
- Develop the capability to be a leading National Governing Body through efficient and effective internal structures and systems.





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